



the things they say!



Germany? Didn't know we exported chemicals there.

Indeed we do — and to America and Arabia, Spain and Siam. In fact, to almost every country in the world.

But, surely, other industrial countries have their own chemical industries?

So they have, yet they still buy chemicals from us.

Why is that?



Often because it would cost them more to make the chemicals themselves. Also because they need many of the new, specialised chemical products that Britain, with her chemical knowledge and experience, has been able to develop.

Good for us!

Very good for us — and for our balance of payments. Last year the British chemical industry sold about £265 million worth of its products abroad. That would be far more than enough to pay for all our imports of wool.



Well, that seems a fair exchange. Soda ash for sheepskins, eh?



And not only soda ash, but synthetic fibres, drugs and dyestuffs, paints and plastics.

Sounds impressive!

It certainly is. Chemicals are the third largest of Britain's exporting industries, and I.C.I. the biggest exporter among Britain's chemical companies.



Ici.

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